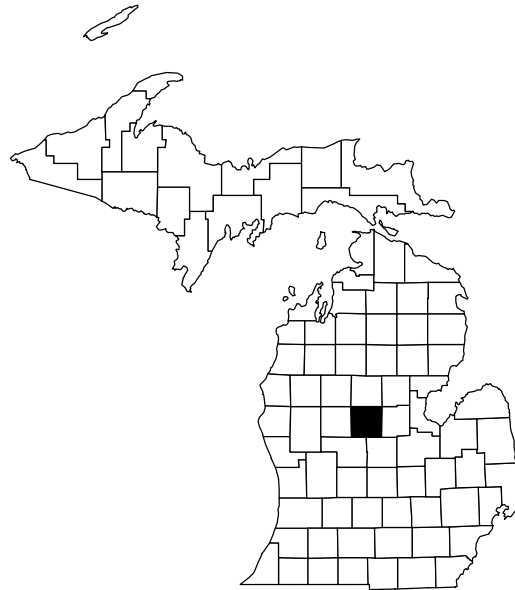


ISABELLA COUNTY TOURISM PROFILE

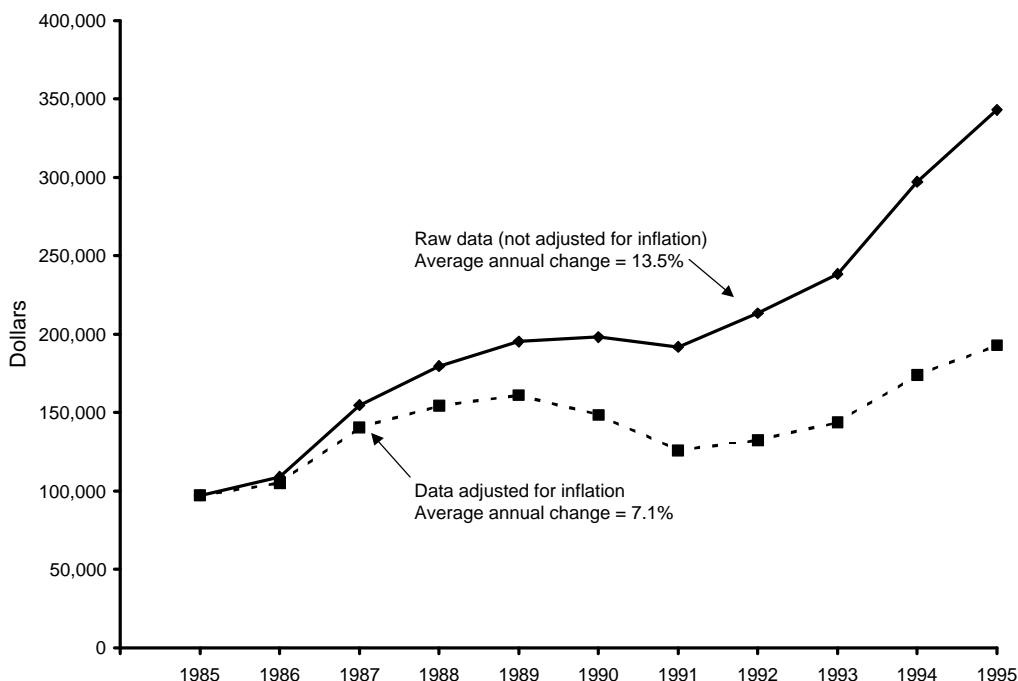
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

October 1998

MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Isabella County. All statistics pertain to Isabella County unless otherwise noted, and are the most current available. Further assistance is available from the Travel, Tourism, and Recreation Resource Center at Michigan State University (517/353-0793) or the MSU Extension office in Isabella County (571/772-0911-302).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ISABELLA COUNTY



NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 4% rate. The comparable statewide average annual change figures are 6.3% in the case of raw data and 0.4% in the case of adjusted data.

SOURCE: Michigan Department of Treasury, Systems Division.

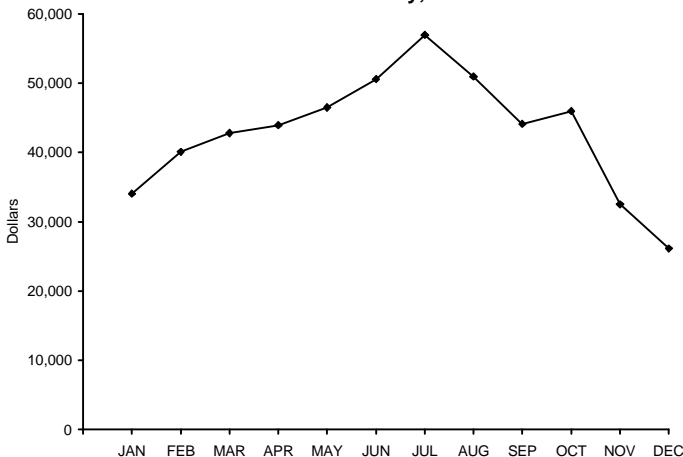
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ISABELLA AND NEIGHBORING COUNTIES, 1996

| <u>COUNTY OF MAIN DESTINATION</u> | <u>ESTIMATED MARKET SHARE</u> | <u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u> | <u>ESTIMATED DIRECT EXPENDITURES</u> |
|-----------------------------------|-------------------------------|---|--------------------------------------|
| Clare | 0.5% | 512,600 | \$27,846,000 |
| Gratiot | 0.2% | 151,000 | \$8,201,000 |
| Isabella | 1.9% | 1,797,300 | \$97,643,000 |
| Mecosta | 0.5% | 441,800 | \$24,000,000 |
| Midland | 0.7% | 633,100 | \$34,393,000 |
| Montcalm | 0.3% | 291,100 | \$15,812,000 |

NOTE: Estimates are based on results from a telephone survey being conducted by the Travel, Tourism, and Recreation Resource Center at Michigan State University. "Pleasure trips" are overnight or day trips to places at least 50 miles from respondents' homes that were made for enjoyment, including vacations, weekend getaways, shopping trips, and trips to visit friends and relatives. The study region consists of Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin, and Ontario. "Market share" is the percentage of pleasure trips to Michigan that originated from this region and had a given county as its main destination. Estimated pleasure trip-nights are the product of these percentages and a survey-based estimate of 93.8 million pleasure trip-nights in Michigan in 1996. Direct expenditures are the product of these percentages and a survey-based estimate of \$5.1 billion in direct pleasure trip expenditures in Michigan in 1996. Estimates do not include pleasure trip-nights or expenditures of travelers who resided outside the study region or who merely passed through a county. Estimates are preliminary and subject to revision as additional data become available. They should be used judiciously since they are in some cases based on small samples for a given county.

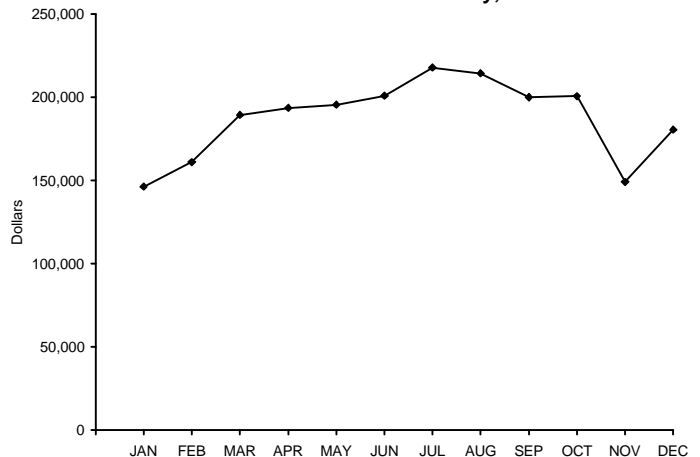
SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Isabella County, 1995



SOURCE: Michigan Department of Treasury.

State of Michigan Sales Tax Collections of Family Restaurants and Cafeterias for Isabella County, 1995



SOURCE: Michigan Department of Treasury.

INDICATOR OF TRAVEL ACTIVITY FOR ISABELLA COUNTY

| | |
|---|-----------|
| Estimated number of visits to Soaring Eagle Casino in Mt. Pleasant (1977) | 4,750,000 |
| Unadjusted (6%) State of Michigan lodging use tax collections (1995) | \$514,605 |

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

| | |
|--|---------|
| No. land acres in county (1989) | 369,024 |
| No. water acres in county (1989) | 832 |
| Total no. acres in county (1989) | 369,856 |
| No. acres of public recreation land (1990) | |
| National parks/lakeshores | 0 |
| National wildlife refuges | 0 |
| National forests | 0 |
| State parks and recreation areas | 0 |
| State boating and fishing sites | 4 |
| State game/wildlife areas | 160 |
| State forests | 1,820 |
| Other areas | 0 |
| Total | 1,984 |
| No. acres of publicly or privately owned forest land (1994) | 101,600 |
| Total no. acres of designated state or federal wilderness (1990) ... | 0 |
| Average no. inches of snowfall (1981/82-1990/91) | 40.2 |
| No. miles of Great Lake shoreline | 0 |
| Total no. miles of rivers and streams | 330 |
| No. miles of state or federal wild/scenic/natural river (1990) | 0 |
| No. inland lakes > 50 acres in size | 6 |
| Combined acres of natural or artificial lakes and ponds (1991) | 1,344 |
| Total no. acres of legislatively protected sand dunes (1989) | 0 |

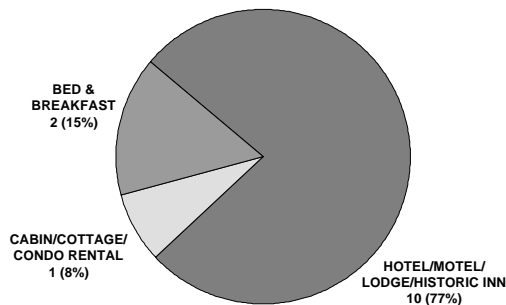
RECREATION AND TRAVEL FACILITIES

| | |
|--|-----|
| No. public access sites (1990) | 3 |
| No. recreational harbors on the Great Lakes (1990) | 0 |
| No. Great Lake marinas (1994) | 0 |
| No. Great Lake marina slips (1994) | 0 |
| No. licensed charter boats (1996) | 0 |
| No. 9-hole golf courses (1995) | 3 |
| No. 18-hole golf courses (1995) | 5 |
| No. agricultural markets/wineries/u-picks (1993) | 10 |
| No. miles of designated scenic highway (1990) | 0 |
| No. owned second homes (1990) | 917 |
| No. licensed food service establishments (1995) | |
| Table service | 67 |
| Fast food | 50 |
| Cafeteria | 36 |
| Bar only | 7 |
| Other | 20 |
| Total | 180 |
| No. boat liveryes (1990) | 2 |
| No. watercraft for rent (1990) | 72 |
| No. miles of state-funded snowmobile trail (1990) | 0 |
| No. miles of hiking/skiing/mtn. biking trail (1994) | 7.5 |
| No. miles of designated off-road vehicle trail (1992) | 0 |
| No. museums (1990) | 3 |
| No. historical attractions open to the public (1990) | 0 |
| No. miles of interstate highway (1990) | 0.0 |

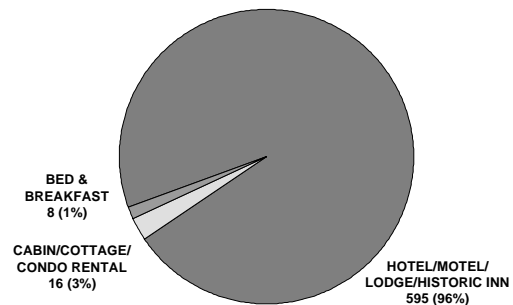
PRINCIPAL ATTRACTIONS AND EVENTS

Au Sable State Forest; Central Michigan University (theatrical productions, concerts, lectures, and athletic events); Edmore State Game Area; Michigan High School Coaches Hall of Fame; Chippewa River; Soaring Eagle Casino, Mt. Pleasant; Saginaw Chips Gambling Casino and Bingo Hall; Mount Pleasant Meadows Horse Racing Track; four county parks totaling 971 acres; seven Mt. Pleasant city parks totaling 325 acres; Special Olympics, Cental Michigan University (early June); Pine, Chippewa, Alt, and Coldwater Rivers; inland lakes, including Isabella, Manitonka, Windago, Coldwater, and Six Lakes; eight public golf courses; boating resources (330 miles of rivers and streams, three public access sites).

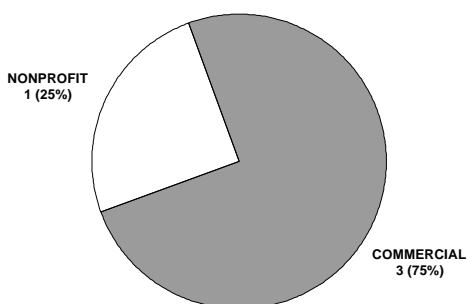
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



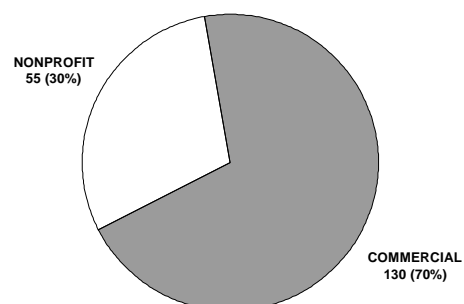
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



NO. CAMPGROUNDS, 1990



NO. CAMPSITES, 1990



RANK IN RELATION TO OTHER MICHIGAN COUNTIES

| <u>Variable</u> | <u>Date of Data</u> | <u>Value</u> | <u>County's Rank</u> | <u>Range of Ranks Statewide</u> |
|---|---------------------|--------------|----------------------|---------------------------------|
| No. natural heritage sites | 1990 | 0 | 7 | 1-7 |
| No. historical attractions open to the public | 1990 | 0 | 9 | 1-9 |
| No. museums | 1990 | 3 | 11 | 1-14 |
| Estimated direct pleasure trip expenditures | 1996 | \$97,643,000 | 13 | 1-83 |
| No. lifts or tows at downhill ski areas | 1990 | 0 | 20 | 1-20 |
| No. licensed charter boats | 1996 | 0 | 22 | 1-22 |
| Total no. public golf course holes per 1,000 residents | 1995 | 2.08 | 28 | 1-74 |
| Estimated population | 1995 | 56,213 | 33 | 1-83 |
| No. agricultural markets/wineries/u-picks per 1,000 residents | 1993 | 0.18 | 34 | 1-48 |
| No. miles of designated scenic highway | 1990 | 0.0 | 35 | 1-35 |
| No. miles of designated off-road vehicle trail | 1992 | 0.0 | 38 | 1-38 |
| No. miles of state or federal wild/scenic/natural river | 1990 | 0.0 | 39 | 1-39 |
| Total no. miles of rivers and streams | 1944 | 330 | 40 | 1-77 |
| Total no. units in commercial lodging establishments | 1990 | 619 | 42 | 1-82 |
| No. miles of state-funded snowmobile trail | 1990 | 0.0 | 47 | 1-47 |
| No. licensed rental watercraft per 1,000 residents | 1990 | 1.32 | 48 | 1-76 |
| No. acres of publicly or privately owned forest land | 1994 | 101,600 | 56 | 1-82 |
| Average no. inches of snowfall (1981/82-1990/91) | Avg. | 40.2 | 65 | 1-82 |
| No. eating and drinking places per 1,000 residents | 1995 | 3.20 | 66 | 1-74 |
| No. owned second homes | 1990 | 917 | 67 | 1-83 |
| No. miles of designated hiking/skiing/mtn. biking trail | 1994 | 7.50 | 74 | 1-79 |
| Combined area of natural or artificial lakes and ponds | 1991 | 1,344 | 74 | 1-83 |
| No. acres of public recreation land | 1990 | 1,984 | 77 | 1-83 |
| No. designated campsites | 1990 | 185 | 80 | 1-81 |
| No. public access sites | 1990 | 3 | 81 | 1-83 |
| No. miles of Great Lake shoreline | n.d. | 0.0 | - - - | 1-38 |
| No. Great Lake marina slips per 1,000 residents | 1994 | 0.00 | - - - | 1-41 |

NOTE: This table is intended to provide an indication of the county's competitive advantages and disadvantages. Many types of tourism facilities are patronized by local residents as well as tourists. The number of such facilities in a given county is therefore a function of the county's population as well as its popularity as a tourist destination. To provide a meaningful indication of popularity in such cases, counts of facilities are presented as number of facilities per 1,000 residents. "Natural heritage sites" are scenic vistas, unique geological features, significant wildlife observation areas, or major waterfalls. Range of ranks statewide is not always 1-83 due to ties.

SOURCES OF STATISTICS IN THIS PUBLICATION

U.S. Bureau of the Census; Michigan Departments of Agriculture, Natural Resources, Public Health, Transportation, and Treasury; Travel, Tourism, and Recreation Resource Center at Michigan State University.

RESOURCES FOR FURTHER ASSISTANCE

- Mount Pleasant Area Convention and Visitors Bureau: 114 E. Broadway, Mount Pleasant, MI 48858. (517) 772-4433. Fax: (517) 772-2909. E-mail: 1166@Nethawk.com Web site: <http://www.mtpleasant.org>
- Mt. Pleasant Area Chamber of Commerce: 114 East Broadway Street, Mt. Pleasant, MI 48858-2310.
- Travel Michigan: P.O. Box 30226, Lansing, MI 48909. (517) 373-0670. Web site: <http://www.Michigan.org/>
- Travel, Tourism, and Recreation Resource Center, Michigan State University: 172 Natural Resources Building, East Lansing, MI 48824-1222. Phone: (517) 353-0793. Fax: (517) 432-2296. E-mail: dholecek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

